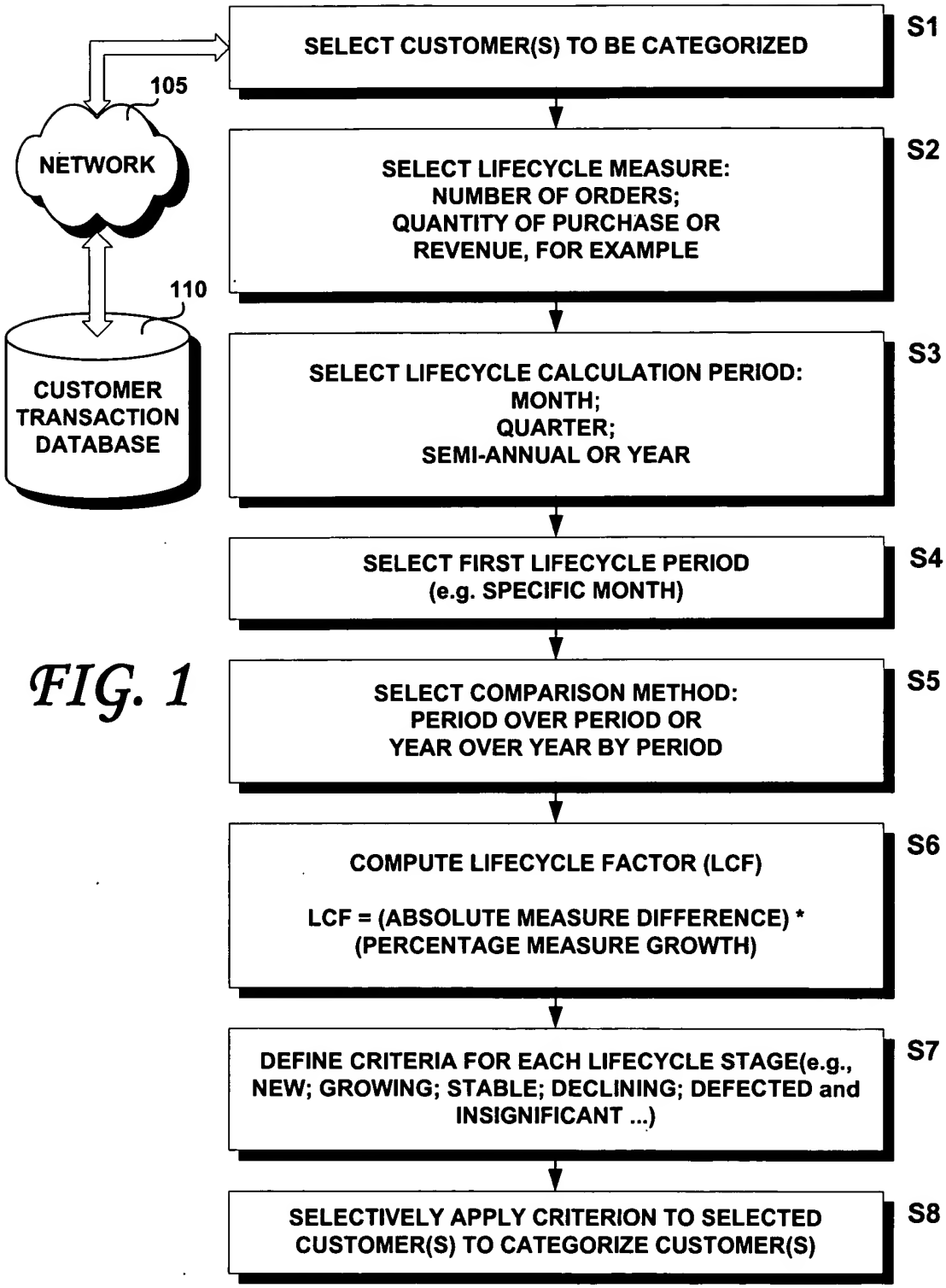
NETWORK
105
110
CUSTOMER TRANSACTION DATABASE
SELECT CUSTOMER(S) TO BE CATEGORIZED
S1
SELECT LIFECYCLE MEASURE: NUMBER OF ORDERS; QUANTITY OF PURCHASE OR REVENUE, FOR EXAMPLE
S2
SELECT LIFECYCLE CALCULATION PERIOD: MONTH; QUARTER; SEMI-ANNUAL OR YEAR
S3
SELECT FIRST LIFECYCLE PERIOD (e.g. SPECIFIC MONTH)
S4
SELECT COMPARISON METHOD: PERIOD OVER PERIOD OR YEAR OVER YEAR BY PERIOD
S5
COMPUTE LIFECYCLE FACTOR (LCF)
LCF = (ABSOLUTE MEASURE DIFFERENCE) * (PERCENTAGE MEASURE GROWTH)
S6
DEFINE CRITERIA FOR EACH LIFECYCLE STAGE(e.g., NEW; GROWING; STABLE; DECLINING; DEFECTED and INSIGNIFICANT ...)
S7
SELECTIVELY APPLY CRITERION TO SELECTED CUSTOMER(S) TO CATEGORIZE CUSTOMER(S)
S8

FIG. 1

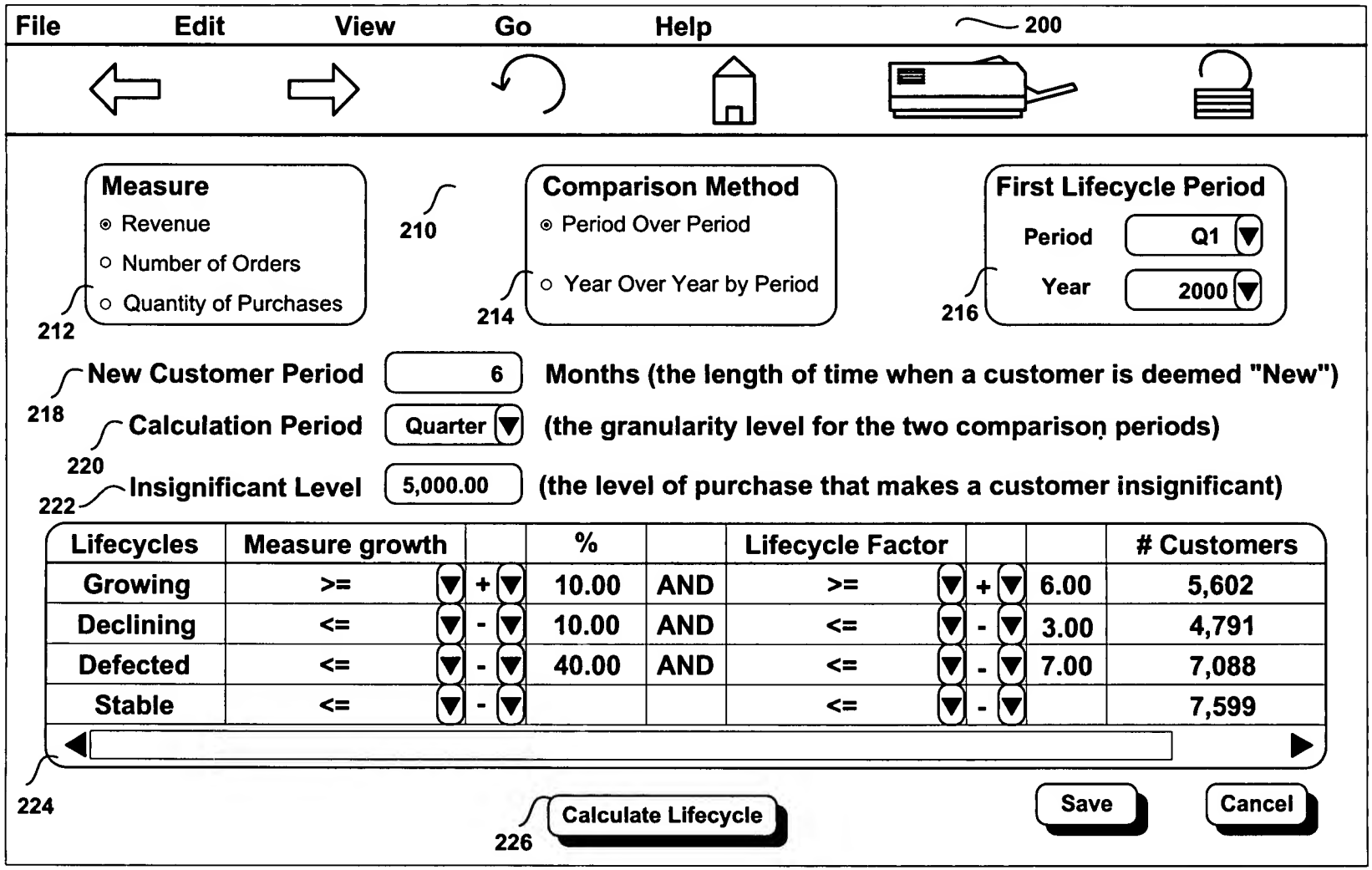
File
Edit
View
Go
Help
200
Measure
Revenue
Number of Orders
Quantity of Purchases
212
210
Comparison Method
Period Over Period
Year Over Year by Period
214
First Lifecycle Period
Period
Q1
Year
2000
216
New Customer Period
6
Months (the length of time when a customer is deemed "New")
218
Calculation Period
Quarter
(the granularity level for the two comparison periods)
220
Insignificant Level
5,000.00
(the level of purchase that makes a customer insignificant)
222
Lifecycles
Measure growth
%
Lifecycle Factor
Customers
Growing >= + 10.00 AND >= + 6.00 5,602
Declining <= - 10.00 AND <= - 3.00 4,791
Defected <= - 40.00 AND <= - 7.00 7,088
Stable <= - 7,599
224
Calculate Lifecycle
226
Save
Cancel

FIG. 2

08a90 "4T62096

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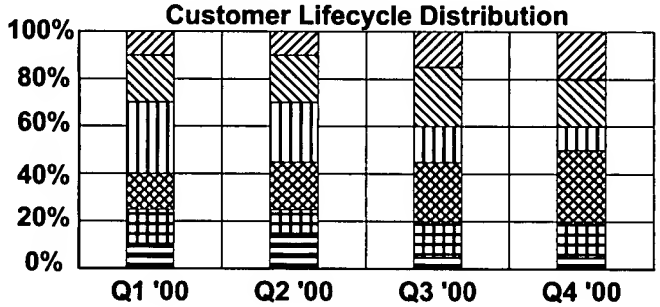
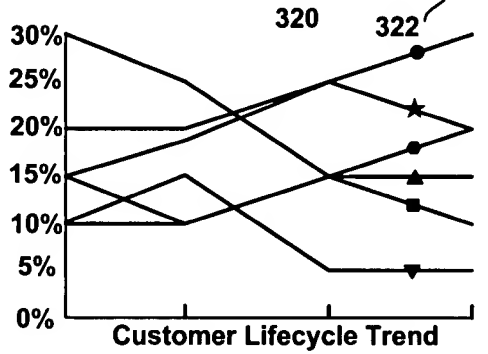
310 Customer Name FIND A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Parameters

Period Type	Quarter	Customer Category (312)	ALL	Geography - Area (318)	ALL
Start Period	Q1- 2000	Market Segment (314)	ALL	Geography - Country	ALL
End Period	Q4 - 2000	Operating Unit (316)	ALL	Geography - Region	ALL



New ●
Growing ★
Stable ■
Declining ●
Defected ▲
Insignificant ▼



Customer Lifecycle Distribution

Period	New	Growing	Stable	Declining	Defected	Insignificant
Q1 '00	100	200	300	150	150	100
Q2 '00	100	200	250	200	100	150
Q2 '00	150	250	150	250	150	050
Q2 '00	200	200	100	300	150	050

Customer Lifecycle Trend

Period	New	Growing	Stable	Declining	Defected	Insignificant
Q1 '00	10%	15%	30%	20%	15%	10%
Q2 '00	10%	20%	30%	15%	15%	10%
Q2 '00	10%	20%	30%	15%	15%	10%
Q2 '00	10%	20%	30%	15%	15%	10%

FIG. 3

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Customer Name [ ] FIND A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Parameters

Period Q3- 2000

Customer Category ALL

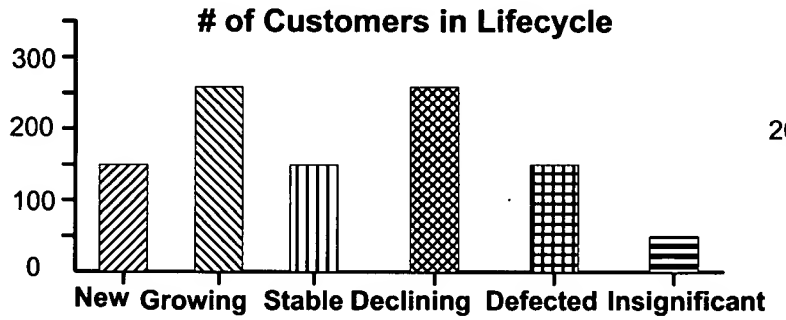
Market Segment ALL

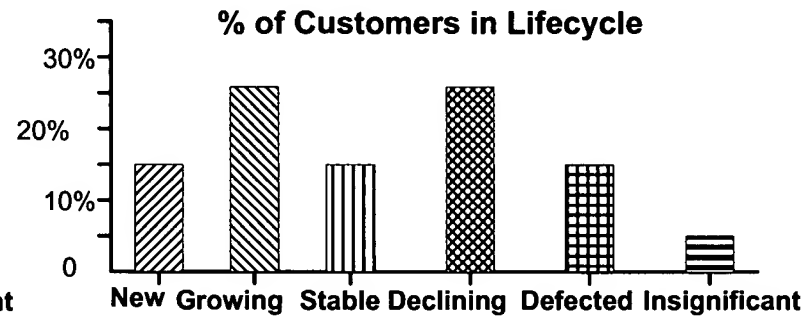
Operating Unit ALL

Geography - Area ALL

Geography - Country ALL

Geography - Region ALL





	New	Growing	Stable	Declining	Defected	Insignificant
Number of Customers	150	250	150	250	150	50
Percentage	15%	25%	15%	25%	15%	5%

FIG. 4

006290 "4162960

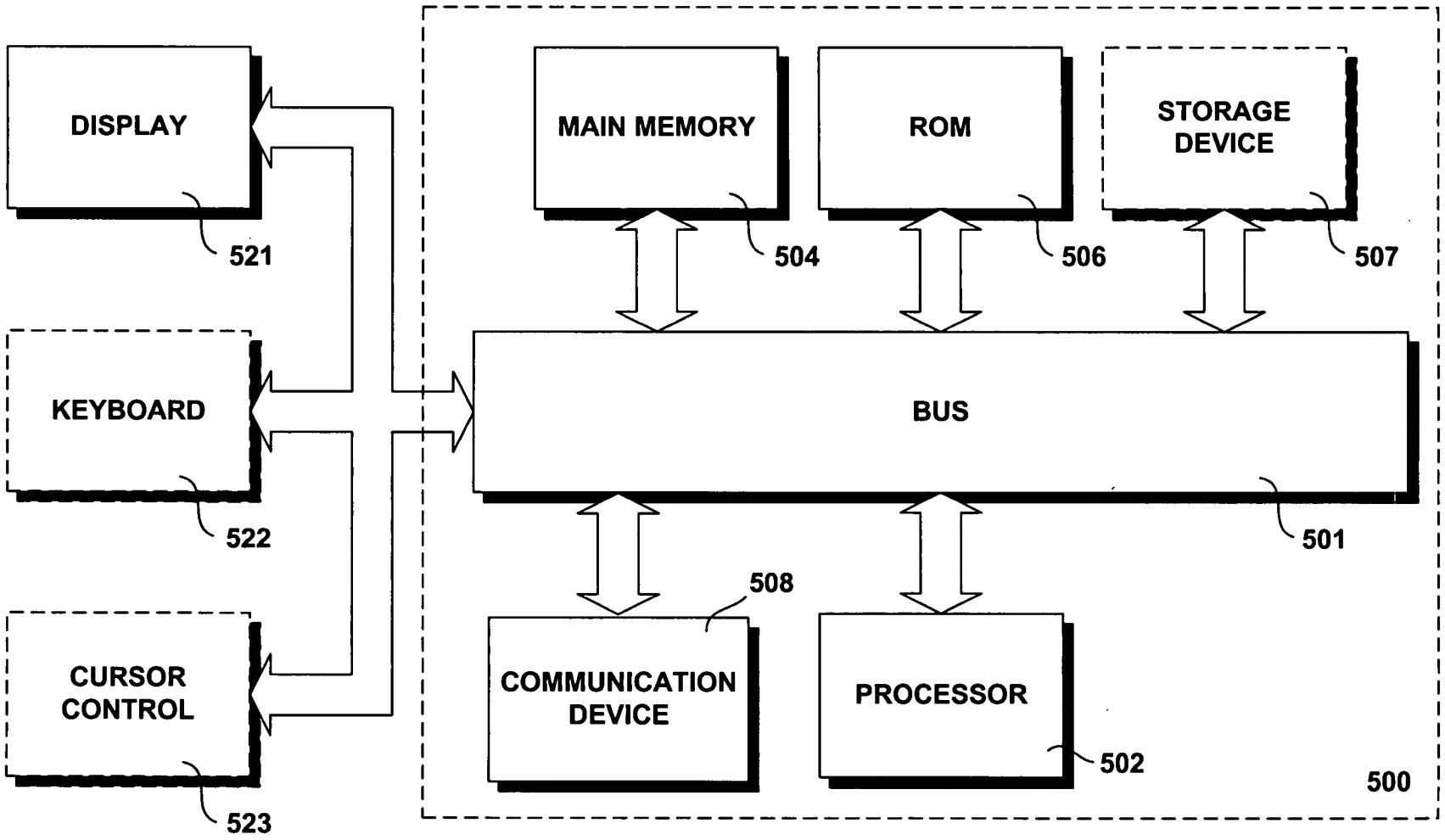


FIG. 5